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REMARKS

Reconsideration of the application in view of the present amendment is respectfully requested.

Claims 3, 4, 7-22, 24, and 26-30 are canceled. Claim 5 is original. Claims 1, 2, 6, 23, and 25 are amended. Accordingly, claims 1, 2, 5, 6, 23, and 25 are pending.

Claim 1 recites an interface method for use in accessing information from a plurality of information suppliers. The method comprises machine-reading a tag carried by an item. The method also comprises, in response to data carried by the tag, identifying an information resource address carried by the tag and accessing the identified resource to download from that resource information aggregated from the plurality of information suppliers, wherein the processes of identifying and accessing are undertaken automatically, and without human involvement, and wherein at least some of the resource information was obtained from multiple web sites.

None of the prior art including the prior art references of record discloses or suggests an interface method for use in accessing information from a plurality of information suppliers, wherein the method comprises machine-reading a tag carried by an item, in response to data carried by the tag, identifying an information resource address carried by the tag and accessing the identified resource to download from that resource information aggregated from the plurality of information suppliers, wherein the processes of identifying and accessing are undertaken automatically, and without human involvement, and wherein at least some of the resource information was obtained from multiple web sites. Thus, claim 1 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

Claim 2 recites an interface method for use in accessing information from a plurality of information resources. The method comprises machine-reading a tag carried by an item, wherein the operation of reading the tag takes place upon placing the item onto or into a support surface. The method further comprises, in response to data carried by the tag, identifying a plurality of information resource addresses carried by the tag and accessing the identified resources to download information from those resources. The method also comprises

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displaying the downloaded information on or beside the support surface, wherein the processes of identifying and accessing are undertaken automatically, and without human involvement, and wherein at least some of the resource information was obtained from multiple web sites.

None of the prior art including the prior art references of record discloses or suggests an interface method for use in accessing information from a plurality of information resources, wherein the method comprises machine-reading a tag carried by an item, wherein the operation of reading the tag takes place upon placing the item onto or into a support surface, in response to data carried by the tag, identifying a plurality of information resource addresses carried by the tag and accessing the identified resources to download information from those resources, displaying the downloaded information on or beside the support surface, wherein the processes of identifying and accessing are undertaken automatically, and without human involvement, and wherein at least some of the resource information was obtained from multiple web sites. Thus, claim 2 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

Claim 5 recites a method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers. The method comprises providing a tagged item to a user having a tag reader. The method further comprises, in response to use of the tag reader, identifying and accessing an information resource carried by the tag, and downloading information to the user from that resource information aggregated from the plurality of information suppliers.

None of the prior art including the prior art references of record discloses or suggests a method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers, wherein the method comprises providing a tagged item to a user having a tag reader, in response to use of the tag reader, identifying and accessing an information resource carried by the tag, and downloading information to the user from that resource information aggregated from the plurality of information suppliers. Thus, claim 5 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

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Claim 6 recites a method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers. The method comprises providing a tagged item to a user having a tag reader. The method further comprises, in response to use of the tag reader, identifying and accessing a plurality of information resource addresses carried by the tag, at least one address for each of the plurality of information suppliers. The method also comprises downloading information to the user from the identified resource addresses, and wherein the plurality of information suppliers are providers of products or services to which the supplied information relates, and wherein the tagged item represents a theme to which the products or services relate.

None of the prior art including the prior art references of record discloses or suggests a method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers, wherein the method comprises providing a tagged item to a user having a tag reader, in response to use of the tag reader, identifying and accessing a plurality of information resource addresses carried by the tag, at least one address for each of the plurality of information suppliers, downloading information to the user from the identified resource addresses, and wherein the plurality of information suppliers are providers of products or services to which the supplied information relates, and wherein the tagged item represents a theme to which the products or services relate. Thus, claim 6 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

Claim 23 recites a method of tagging an item. The method comprises storing an information resource address on a tag, storing data on the tag such that, when the data is read, the information resource address is identified and the identified resource is accessed to download from that resource information aggregated from a plurality of information suppliers, applying the tag to the item, and wherein the information resource is an Internet or intranet resource addressable by a URL.

None of the prior art including the prior art references of record discloses or suggests a method of tagging an item, wherein the method comprises storing an information resource address on a tag, storing data on the tag such that, when the data is read, the information

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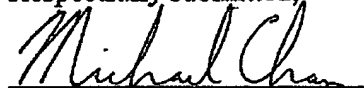
resource address is identified and the identified resource is accessed to download from that resource information aggregated from a plurality of information suppliers, applying the tag to the item, and wherein the information resource is an Internet or intranet resource addressable by a URL. Thus, claim 23 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

Claim 25 recites a method of tagging an item. The method comprises storing a plurality of information resource addresses on a tag. The method further comprises storing data on the tag such that, when the data is read, the plurality of information resource addresses is identified and the identified resources are accessed to download information from those resources, applying the tag to the item, and wherein each information resource is an Internet or intranet resource addressable by a URL.

None of the prior art including the prior art references of record discloses or suggests a method of tagging an item, wherein the method comprises storing a plurality of information resource addresses on a tag, storing data on the tag such that, when the data is read, the plurality of information resource addresses is identified and the identified resources are accessed to download information from those resources, applying the tag to the item, and wherein each information resource is an Internet or intranet resource addressable by a URL. Thus, claim 25 patentably defines over the prior art including the prior art references of record, whether taken singularly or in combination, and is therefore allowable.

In view of the foregoing, it is submitted that the application is in condition for allowance, and allowance of the application is respectfully requested.

Respectfully submitted,



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MAY 23 2005